What's New In Export

It seems that Spring has definitely arrived and this year, it couldn't be a more welcome sight! We have a lot for you to review in this months newsletter. A quick summary so you know what to look for, I know that I sound like a broken record every year, but it's that time to keep an eye out on the Spotted Lanternfly as you begin getting outside to enjoy the weather.

There are plenty of upcoming events including a few trade missions that we want you to be aware of. Also, a couple updates that may affect your international business transactions for Mexico and the UK.

As always, please let us know if you have any questions. If you are ready to pursue any new markets please let us know, we are ready to set up virtual calls with the overseas Authorized Trade Reps for you to discuss your individual business plans. Just give us a call!

Happy Spring!

Best Regards,
Tina & Joyce

Reminder, It's that time of year to be aware of the Spotted Lanternfly! Let's all do our part to stop the spread!!!

Currently, the SLF is in egg form. As you are outside cleaning your yard, landscaping, hiking, moving your camper or boat or any outside activity this Spring, be on the look out for egg masses. Destroying egg masses is the first and foremost way to stop the spread of this pesky pest! Egg masses can be present from Sept - June.

As May/June approaches the SLF will begin the hatch/first instar nymph stage. This is the stage that comes right after they hatch.

They will feed on the various plants that they tend to prefer, like the tree of heaven, willow, and maple depending on what is available. During this stage, they are black with white spots. If you see a SLF, collect the specimen in alcohol or hand sanitizer in a closed container, report it and destroy any that you find. For additional information on how to control your property visit [Spotted Lanternfly Management](https://www.spottedlanternfly.com)
Two counties in our viewing area Blair and Huntingdon are included in the quarantine areas along with 24 other counties across the state. To view the quarantine map visit SLF Quarantine Map

The map below shows areas of quarantine and infestation. Before traveling from any of these areas, be sure to check your vehicles, campers, boats, or any other item you are moving to help stop this invasive bad bug! Look before you leave!!!

International News to Keep you up to date!

International Tidbits that help your business!

**Mexico Harmonized System Code update**
The correct Harmonized System (HS) classification is critical for identifying the technical regulations, standards, duties and other import controls for products being imported into Mexico. Effective Dec. 28, 2020, new HS codes were applied by Mexican customs according to the correlation tables published in the Official Gazette of the Federation (DOF). Some luminaire categories may be affected, although not all HS codes are changing.

- Existing valid Norma Oficial Mexicana (NOM) certificates should be unaffected; certificates will remain valid with the old printed HS code.
- New or renewed NOM certificates issued after Dec. 28, 2020, will be delayed if they are printed with the old HS code and revisions will be required.
- Take action by checking with your customs agent and/or importer to see if your HS codes have changed, and if that is the case, update your NOM Certification Body with the new HS code when making requests for new or renewed NOM certificates.

**Mexico Trade Identification Number update**
Mexican authorities recently unveiled an identification number methodology (NICO), consisting of a two-digit code from 00 to 99 to be placed at the end of the eight-digit HS code to further classify goods (10 digits total). The NICO number allows the merchandise to be identified and clearly distinguishable by customs authorities. Importers must connect with their customs agents to provide the proper 10-digit goods classifications according to the NICO as of Dec. 28, 2020. The NICO code does not impact NOM certificates.

**Guidance Using the UKCA Marking**
The UKCA (UK Conformity Assessed) marking is a new UK product marking that is used for goods being placed on the market in Great Britain (England, Wales and Scotland). It covers most goods which previously required the CE marking.

**Check whether you need to use the new UKCA marking**
Selling goods in Great Britain
The UKCA marking applies to most goods previously subject to the CE marking. It also applies to aerosol products that previously required the ‘reverse epsilon’ marking.

The technical requirements (‘essential requirements’) you must meet – and the conformity assessment processes and standards that can be used to demonstrate conformity – are largely the same as they were for the CE marking. The circumstances in which you can use self-declaration of conformity for UKCA marking are the same as for CE marking.
The UKCA marking came into effect on 1 January 2021. However, to allow businesses time to adjust to the new requirements, you will still be able to use the CE marking until 1 January 2022 in most cases. In some cases, you need to apply the new UKCA marking to goods being sold in Great Britain immediately from 1 January 2021.

The CE marking is only valid in Great Britain for areas where GB and EU rules remain the same. If the EU changes its rules and you CE mark your product on the basis of those new rules you will not be able to use the CE marking to sell in Great Britain, even before 31 December 2021.

Check whether you will need to use the UKCA marking by reading the guidance on placing manufactured good on the market in Great Britain. There is separate guidance for medical devices, rail interoperability, construction products and civil explosives.

**Selling goods in the EU**

The UKCA marking is not recognized on the EU market. Products need a CE marking for sale in the EU.


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**How to Write an Export Compliance Manual Webinar**

**April 22, 2021 9:00 - Noon EST**

An Export Management and Compliance Program (EMCP) is a written set of export-related guidelines AND operational policies, procedures, and safeguards that tell employees what is expected of them and provides management with a framework to evaluate whether: what should happen, does happen and what should not happen, does not happen.

A good EMCP should include:

- Reflect Operational Reality
- Be Up-to-Date and Current
- Appropriate Company-Specific Content
- Wide Distribution
- Fully Defines Standards of Conduct for Export Operations: Policies, Functions, Processes, Responsible Personnel
- Documents Procedures for Checks and Safeguards
- Integration of Policies and Procedures
- Monitoring to Continuously Improve and Ensure Integrity
- Adequate Resources
- A Compliant Corporate Culture

This webinar will:

- Identify the various control agencies and regulations
- Help you understand export control classification
- Define: What is an export, Technical data, Technical Services, US-Persons, and other key items
- Provide the steps in creating an EMCP by reviewing the structure of an actual plan
- How a Technology Control Plan (TCP) is integrated into a EMCP

[Click Here to Register](#)

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**Join the Great Lakes St. Lawrence Governors & Premiers' Trade Mission to Brazil & Colombia**

Are you looking to grow your export sales? Consider joining GSGP's upcoming virtual/in person trade mission to São Paulo and Bogotá November 8-12, 2021. All participants will receive a pre-screened, customized, b2b meeting schedule with potential distributors, buyers and joint venture partners. Participants will also benefit from market sector briefings, networking events and logistical support. Various State export assistance grants are available that...
may offset from 50-75% of trade mission costs. Let the GSGP Brazil and Colombia Trade Offices save you valuable
time and resources, and maximize your results!

**Why Brazil and Colombia?**

- Brazil continues to be an excellent market for US and Canadian exporters across a wide range of sectors,
despite the economy experiencing a slowdown as a result of the pandemic. The aggressive response by the Brazilian
government to pump money into the economy and offer generous unemployment benefits has economists
forecasting a return to positive GDP growth for 2021.
- The US is Colombia’s largest trading partner and Colombia was the 22nd largest market for US exports in 2019.
US exports to Colombia in 2019 were valued at US$14.7 billion and US$705 million from Canada. Consumers in
Colombia generally prefer US and Canadian products and services due to Colombia’s close political ties and
geographic proximity to North America and the quality and reliability of US and Canadian products.

**COSTS**

- Participation Fee: In Person--US$1,500 per company & $500 for each additional participant
- Reduced Fee for Virtual Option--US$1,000 per company
- Market Research & Customized Appointment Setting Fees:
  - Brazil--US$2,650*
  - Colombia--US$2,650*
- *Fee is complimentary for companies based in MI and OH.

**For More Information & To Register**

Don't forget GAP funding to help offset costs of this event is still available!

The Conference of Great Lakes and St. Lawrence Governors and Premiers unites the chief executives from Illinois,
Indiana, Michigan, Minnesota, New York, Ohio, Ontario, Pennsylvania, Québec and Wisconsin. The Governors and
Premiers work as equal partners to grow the region’s $6 trillion economy and protect the world’s largest system of
surface fresh water.

**Global Access Program Funding Available & Update of New Eligible Expenses to Include Certifications**

Just a reminder that STEP 8 GAP Funding is still available for 2020 for the award amount of $5,000. We know that
currently many trade shows and company travel has been cancelled, but if you have a pending GAP, please contact us
so we can adjust the dates on your current application. Shows and business travel that have been
cancelled, please let us know and we will cancel your current GAP application. Funds can be made available for
future events.

The GAP can assist in covering eligible expenses to help with costs associated with your international business
tavel, trade missions, trade shows, USDOC subscription services, FAS, USTDA reverse trade missions, workshops
or conferences, website internationalization, E-Commerce or digital marketing for international business. For full
details Global Access Program

GAP grants are available while funds last. For companies who have not utilized the STEP 8 funding, STEP 8 funds
must be used for a completed activity by September 29, 2021.

**STEP 9 Funding for FY 20-21**

The Global Access Program (GAP) is designed to enhance the capability of small to mid-sized Pennsylvania
companies to increase export sales. GAP is administered by the Pennsylvania Office of International Business
Development (OIBD) and provides up to $10,000 per grant, and up to two awards per award period to qualifying
Pennsylvania companies. The funding reimburses qualifying businesses up to 75% of eligible expenses associated
with specific export promotion activities. The program is funded in part through a grant, the State Trade and
Export Promotion (STEP), with the U.S. Small Business Administration.

**Completed activity by Sept 29, 2022.**

Eligible expenses include:

- International Travel
  - overseas trade missions
  - overseas tradeshow exhibition
  - foreign market sales trips
• Virtual tradeshows & mission registration fees
• U.S. Department of Commerce services fees and/or any Federal service that directly supports exporting
• Compliance testing (including CE, CEE, GDPR, UL Canada, ATEX Testing/Certification, Japan Haz/Loc Certification, IECex Testing/Certification, ISO)
• Website internationalization
  • Design & development of website, with an international focus
  • Translation of website into foreign languages
  • Maintenance and monitoring fees for search engine optimization (SEO)
• E-Commerce
  • E-Commerce platform fees, including hosting and/or maintenance fees
  • Online market listing fees
  • Expenses for setting up website to accept international payments
• Digital & Marketing Media (design and/or translation of any digital advertising or marketing media, including audio/video and social media, with an international focus)

Applications and additional information can be obtained by contacting Tina Taylor ttaylor@sapdc.org or Joyce Hoffman jhoffman@sapdc.org

Virtual Trade Mission to Korea
April 19 – 30, 2021
Office of International Business Development

Pennsylvania’s Office of International Business Development invites you to join us on a virtual business development mission to Korea.

Meeting with prospective customers and partners is crucial to establishing business relationships in Korea. We can help you meet your business objectives by designing a virtual meeting itinerary tailored to your company’s specific needs.

As a mission participant you will receive:

• Market research
• Prearranged one-on-one online business appointments with prequalified business partners based on your criteria
• Detailed background information about each company provided in advance
• Services of the commonwealth’s trade representative in Seoul
• Follow-up assistance after the mission

REGISTRATION
Deadline: March 5, 2021
Registration fee: $3,500 per company*†

*FINANCIAL ASSISTANCE of up to $10,000 may be available to qualifying companies to offset mission-related costs.

†Registration fee will be paid directly to the commonwealth’s Trade Representative Office in Seoul via wire transfer.

TRADE MISSION ITINERARY

March 5 Registration deadline for companies to commit to mission
March 8-12 Individual pre-event conference calls with participant and commonwealth's trade representative in Seoul to determine mission objectives
April 2 First progress update to each participant company
April 13 Market briefing/orientation with all participating companies
April 16 Final one-on-one meeting appointment schedule provided to participating companies
April 19-30 One-on-one meetings according to individual company schedules

Monday – Thursday
8:00am – 10:00am EST
OR
8:00 - 10:00pm EST

For more information and registration contact:
Linda Foerster
Office of International Business Development
717.214.5306 | lfoerster@pa.gov

Upcoming Trade Events

• Arab Health - Rescheduled! - June 21-24, 2021 - Location: UAE
• MINExpo 2020 - Rescheduled - September 13-15, 2021 - Location: Las Vegas
• Bauma 2022 - April 4-10, 2022 | Location: Munich, Germany [Download Flyer]

• International Trade Expo - AMCHAM Colombia Virtual Showcase - June 2 & 3, 2021 for more information visit

• Great Lakes Governors & Premiers' Trade Mission to Brazil & Colombia visit

Upcoming Seminars/Webinars

• Thriving in India: A Virtual Discussion on Business Opportunities, Best Practices and Cultural Nuances - May 13 @ 8:30 a.m. EST. To register send an email to: smacdonald@wtcphila.org

• How to Write an Export Compliance Manual Webinar - April 22, 2021 | 9:00 a.m. to 12:00 p.m. To register Click here

Did you miss our Winter Webinar Series?

No worries, view our recorded sessions!

Click on the topic of your choice below to be routed to the recording!

• Winter Webinar #1 - USMCA What Has Changed & What Do I Need To Do To Comply
• Winter Webinar #2 - Proper Filing of the EEI through ACE/AES & Recent Regulatory Changes
• Winter Webinar #3 - Classification Under The US Harmonized Tariff & Schedule B
• Winter Webinar #4 - Due-Diligence – Knowing Your Customer, the End Use, User & Destination

Didn't have a chance to attend Pennsylvania's Virtual Bringing the World to PA? You can attend the recorded version of the webinars to get informed of opportunities in various markets!

(click on the links below to register)

• Canada, Business Opportunities for PA Exporters
• Australia & New Zealand, Business Opportunities for PA Exporters
• India, Business Opportunities for PA Exporters
• India - The Do's and Don'ts of Contracting
• Middle East Region, Business Opportunities for PA Exporters
• Israel & Pennsylvania Security & Defense Cooperation
• Netherlands & Belgium, Business Opportunities for PA Exporters
• United Kingdom, Ireland & Scandinavia, Business Opportunities for PA Exporters
• Mexico, Business Opportunities for PA Exporters
• Southeast Asia, Business Opportunities for PA Exporters
• Southeast Asia Region, Opportunities in the Environment & Water Sector
• South Korea, Opportunities in Advanced Manufacturing
• Central & Eastern Europe, Business Opportunities for PA Exporters
• Germany, Italy, Austria & Switzerland, Business Opportunities for PA Exporters
• Canada - The Retail & E-Commerce Landscape

SAP&DC International Team Contact Information

Tina Taylor | International Trade Manager | ttaylor@sapdc.org | 814-949-6517

Joyce Hoffman | International Trade Specialist | jhoffman@sapdc.org | 814-949-6527

Visit our website www.sapdc.org
SAP&DC | 3 Sheraton Drive, Altoona, PA 16601

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